

**Invitation to Tender**

**Media Monitoring and Media Database Services**

**Ref: NHMF 0323**

**Schedule 2: Specification**

**The National Lottery Heritage Fund (the Heritage Fund) National Heritage Memorial Fund (NHMF) – Media Monitoring and Media Database Provider**

**1: Background**

**NHMF**

Set-up in 1980, the National Heritage Memorial Fund is a government ‘fund of last resort’ that provide grants and loans to help acquire the UK’s most precious heritage at risk of loss, as a permanent memorial to those who have given their lives in service to the country.

Over the last forty years the Fund has made over 1,300 grants and awarded over £365million to help save a heritage cornucopia characterising our nations, including the record-breaking Flying Scotsman; Henry the VIII’s flagship Mary Rose; the rare Anglo-Saxon Coenwulf Coin, depicting Coenwulf, King of Mercia; Sir Walter Scott’s annotated manuscripts which were retrieved from the USA; the gothic-revival mansion and estate, Tyntesfield, complete with its contents; along with a number of historic landscapes and areas of outstanding natural beauty such as the Brecon Beacons National Park.

In 1994, the NHMF and its Trustees were given the major task of distributing the heritage share of National Lottery money for good causes, which now operates through The National Lottery Heritage Fund. NHMF continues to act as the fund of last resort, being able to react quickly in emergencies. In contrast the Heritage Fund offers opportunities for conserving our heritage with greater emphasis on improved access, learning and engagement.

**The National Lottery Heritage Fund**

Since 1994, The National Lottery Heritage Fund has sustained and transformed the UK’s heritage through innovative investment in projects that have had a lasting impact on people and places. National Lottery funding has breathed new life into the UK’s towns and cities, creating a renaissance for our museums and galleries, rescuing public parks from decades of neglect and kick-starting the regeneration of historic sites and buildings. Nature reserves, mountains, moors and forests have all benefited, as have the iconic symbols of British industrial and maritime past - now magnets for tourism. Hundreds of smaller community groups have also benefited from generating projects that have let them explore the places they call home.

Our view of heritage is broad, progressive, and inclusive. We believe that understanding, valuing and sharing our diverse histories changes lives, brings people together and provides the foundation of a confident, modern society.

**3.0 Objectives and key requirements**

To enable us to accurately monitor The National Lottery Heritage Fund and NHMF (the Fund) profiles throughout the UK media, we are looking to appoint an efficient and cost-effective media monitoring agency to meet the following requirements:

**3.1 Scope of monitoring**

To track all reference to The National Lottery Heritage Fund and the National Heritage Memorial Fund throughout the following UK media:

* National newspapers (print and digital)
* Broadcast media (TV and radio)
* Digital media (including blogs)
* National consumer magazines
* Major regional newspapers (not syndicated)
* Local newspaper (c. 20,000+)
* Regional consumer magazines
* Specialist/trade media

The Fund also wants the following services to be provided and ask bidders to include details in their submission regarding evidence of how you propose to provide these

* Format and accessibility of print and online cuttings
* Format and accessibility of broadcast coverage (TV and radio)
* Evaluation tools
* Media contacts databases
* Press office management

AsThe National Lottery Heritage Fund and NMHF are UK wide organisations we are looking for a provider who has good coverage not only in England but also across Northern Ireland, Scotland and Wales andAs part of your submission and to enable us to evaluate this could you please provide reading lists for all of the UK particularly in relation to Northern Ireland, Scotland and Wales

Also due to the nature of our work we are looking for a provider that can monitor and provide coverage from outlets of various types promptly, therefore, could you please also provide information on turnaround times in relation to this.

Currently, around 30 members of staff have access to our media monitoring and database with varying degrees of access. We would require around 15 staff to have full access in order to record enquiries and analyse clips. It would be ideal if at least 10 staff could be logged in at the same time. We also want the option of potentially being able to add to this during the life of the contract.

We are also interested in the following services could you please confirm if these would be available in the budget or would these be an option that we could use as and when:

* Integration with social media monitoring platforms
* Policy and Public affairs monitoring

**3.2 Evaluation**

The Heritage Fund/NHMF only requires top-line media evaluation reports at this time but may from time to time want evaluation on specific campaigns. Please provide details of what evaluation we can pull off system or that they can provide at no extra costs

1. **Regular Heritage Fund/NHMF activity**

The Heritage Fund/NHMF undertakes the following activity which could result in media coverage.

* **Grant announcements –** The Heritage Fund makes grant awards on a monthly basis communicating from UK Board and/or regional Committees. NHMF grants can be less structured.
* **Rejections -** Not all grant applications are successful. While the Heritage Fund/NHMF rarely announces rejections, the media may report on unsuccessful projects.
* **Project milestones** – The Heritage Fund and NHMF follow the progress of the grants. Project milestones are often announced and may result in further media coverage.
* **Campaigns** – throughout the year The Heritage Fund will undertake approximately five special project media campaigns.

*Current Heritage Fund grant programmes*

Heritage Grants (from £3,000 to £5million) This is our open programme for grants for all kinds of heritage that relate to the national, regional and local heritage of the UK. It is open to all not-for-profit organisations.

Heritage Horizons (over £5 million) The Heritage Horizon Awards were launched in 2019 to support ambitious, innovative and transformational projects that will revolutionise UK heritage..

**5.0 Typical Heritage Fund/NHMF media exposure**

During Q3 (1 October – 31 Dec 2023), The Heritage Fund and NHMF were widely covered throughout the UK media and featured in a total of 2,179 media clips. The breakdown is as follows:

|  |  |
| --- | --- |
| **Media** | **Number of articles** |
| Regional newspapers  | 604 |
| UK national newspapers  | 32 |
| Broadcast | 387 |
| Consumer  | 117 |
| Online / digital | 1039 |

**Keywords**

We currently engage the following search terms. Could you please provide details of whether or not we could add to these without any additional costs

*Primary*

* National Lottery Heritage Fund
* Heritage Lottery Fund
* HLF
* National Heritage Memorial Fund
* NHMF

*Added words only in specific connection with the above*

* Heritage Horizons
* National Lottery
* New to Nature
* Nextdoor Nature
* Digital Skills for Heritage
* Innovation Fund

**6. Delivery, Cost and added value**

We are looking for a service provider to provide an accurate, efficient and streamlined daily digital delivery service. Who can deliver the service at a competitive rate and provide ‘added value’ that can help us achieve streamlined, cost-effective media monitoring in relation to our budget of £25,000 to £30,000 (excluding VAT) per annum.

**7. Duration of Contract**

The contract length is three (3) years from the date of signature of the Contract with the option to extend for a further one (1) year at the Heritage Fund’s discretion